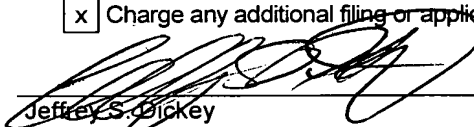



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AMENDMENT TRANSMITTAL LETTER				Docket No. TOBINB 3.0-001 CONT CONT	
Application No. 09/781,354		Filing Date February 12, 2001		Examiner Yuan, Almari Romero	
				Art Unit 2176	
Applicant(s): William J. Tobin					
Invention: METHOD AND SYSTEM FOR CUSTOMIZING MARKETING SERVICES ON NETWORKS COMMUNICATING WITH HYPERTEXT TAGGING CONVENTIONS					
<b>TO THE COMMISSIONER FOR PATENTS</b>					
Transmitted herewith is an amendment in the above-identified application. The fee has been calculated and is transmitted as shown below.					
<b>CLAIMS AS AMENDED</b>					
	Claims Remaining After Amendment	Highest Number Previously Paid	Number Extra Claims Present	Rate	
Total Claims	20	- 94 =		x	0.00
Independent Claims	2	- 6 =		x	0.00
Multiple Dependent Claims (check if applicable) <input type="checkbox"/>					
Other fee (please specify):					
<b>TOTAL ADDITIONAL FEE FOR THIS AMENDMENT:</b>					0.00
<input checked="" type="checkbox"/> Large Entity <input type="checkbox"/> Small Entity					
<input checked="" type="checkbox"/> No additional fee is required for this amendment.					
<input type="checkbox"/> Please charge Deposit Account No. _____ in the amount of \$ _____. A duplicate copy of this sheet is enclosed.					
<input type="checkbox"/> A check in the amount of \$ _____ to cover the filing fee is enclosed.					
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
<input checked="" type="checkbox"/> The Director is hereby authorized to charge and credit Deposit Account No. <u>12-1095</u> as described below. A duplicate copy of this sheet is enclosed.					
<input checked="" type="checkbox"/> Credit any overpayment.					
<input checked="" type="checkbox"/> Charge any additional filing or application processing fees required under 37 CFR 1.16 and 1.17.					
 Jeffrey S. Dickey Attorney Reg. No.: 35,858				Dated: <u>October 12, 2004</u>	
LERNER, DAVID, LITTENBERG, KRUMHOLZ & MENTLIK, LLP 600 South Avenue West Westfield, New Jersey 07090 (908) 518-6399					
I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: MS Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.					
Dated: October 12, 2004		Signature:  (Jeffrey S. Dickey)			

I hereby certify that this correspondence is being deposited with the U.S. Postal Service with sufficient postage as First Class Mail, in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on the date shown below.

Dated: October 12, 2004

Signature:

(Jeffrey S. Dickey)

TOBINB 3.0-001 CONT CONT I  
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re Patent Application of:

*William J. Tobin*

Application No.: 09/781,354

Group Art Unit: 2176

Filed: February 12, 2001

Examiner: Yuan, Almari Romero

For: METHOD AND SYSTEM FOR  
CUSTOMIZING MARKETING SERVICES ON  
NETWORKS COMMUNICATING WITH  
HYPERTEXT TAGGING CONVENTIONS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE**

Dear Sir:

In response to the Office Action mailed May 7, 2004, Applicant submits the following amendments and remarks.